

ABSTRACT OF THE DISCLOSURE

A newspaper dealer server is provided with at least a contractor data base that registers contractors who have subscriber contracts with a newspaper dealer. An advertisement preparation unit of the server prepares an advertisement that is requested from an advertiser, and places it in an advertisement Web page. Upon finding that a user is a contractor on the contractor data base through an input of the user information, an advertisement utilization unit of the server publicizes the advertisement Web page and allows the user to view it.